MICROSTRATEGY
+ SNOWFLAKE

UNLOCK VALUE, STAY AGILE, AND ENSURE A SINGLE VERSION OF THE TRUTH.
Snowflake is a leading cloud data platform as a service. Built to run on any cloud environment, Snowflake provides complete relational database support for both structured and semi-structured data, including JSON, Avro, and XML. It delivers comprehensive support for the ANSI SQL standard, has a near-zero administration architecture, and is offered as a turn-key service.

MicroStrategy is the world’s leading enterprise analytics platform. With modern capabilities and an open architecture, it’s built to deliver data insights to every user across the enterprise. Its powerful analytical engine, comprehensive toolsets, and hundreds of data connectors transform data-driven organizations into the Intelligent Enterprise.
Joint Value Proposition

Joint MicroStrategy and Snowflake customers get 3X the return on their investment when compared to the average Snowflake deployment.

Here are 3 ways MicroStrategy empowers organizations to optimize valuable compute resources:

In-Memory and Caching
Some queries are predictable and reproduced thousands of times. MicroStrategy optimizes such usage with a powerful In-Memory and Caching engine that ensures you only pay once for a given Snowflake query, until the data changes, while still allowing users to slice and dice data as needed within MicroStrategy.

Optimized SQL Engine
The MicroStrategy SQL Engine produces queries optimized for Snowflake to ensure performance for all users. End users don’t need to write any SQL, allowing deployments to scale to larger user volumes without impacting performance. This has the added benefit of reducing the cost of storage and unnecessary computing through reuse and optimization.

Pushing Down Analytics
MicroStrategy is constantly updated to take advantage of the latest features and optimizations of the Snowflake platform. This allows customers to analyze atomic-level data using the optimal Snowflake query structure and functions while only paying for the answers they need.
Customers have the flexibility and capabilities they require.

Cloud Agnostic—No Vendor Lock-In
MicroStrategy and Snowflake are both cloud agnostic (AWS, Azure, GCP), allowing customers to choose their optimal cloud partner. As an additional benefit, MicroStrategy is also optimized for on-premise or Hybrid cloud data platforms that can connect to Snowflake on any cloud.

Full Suite of BI Capabilities
MicroStrategy and Snowflake can satisfy your organization’s data and analytics requirements, reducing costs for additional products, administration, deployment, and centralized governance. Self-service reporting, enterprise reporting, data visualization, AI, and ML are all supported.

Organizations can harness additional features to do more with their data.

Get More with Multi-Source
The MicroStrategy multi-source engine can access and reconcile Snowflake data with data that sits elsewhere (other cloud sources, databases, applications, files, etc.), as well as provide a path to integrate this data over time on the Snowflake Platform.

Self Service, Agile Analytics
MicroStrategy’s Agile Data Modeling lets you blend Snowflake and non-Snowflake data with minimum effort for prototyping analytics, ensuring your most valuable use cases can be industrialized in Snowflake without user down time.

The Semantic Graph™
The MicroStrategy Semantic Graph ensures a “single version of the truth” on top of Snowflake’s “single source of the truth,” minimizing manual rework and maximizing corporate alignment on data assets.
Key Customers Success Stories

**Sainsbury’s**
Prototyping and POC projects were not easily possible with this leading retailer’s previous data stack. It required complex IT skills and proper modeling. By moving to MicroStrategy + Snowflake, Sainsbury’s accelerated its prototyping speed to deployment. With increased agility and the ability to quickly prototype with confidence, its business is now empowered to respond immediately to trends and evolving market conditions.

**Monoprix**
This long-time MicroStrategy customer experience little to no impact to their enterprise analytics environment while migrating from Teradata to Snowflake. Monoprix adopted a lift-and-shift approach which required an 80% rewrite of Informatica—compared to 0 days of Professional Services spent on the MicroStrategy environment. By moving to Snowflake, Monoprix experienced increase performance metrics across the enterprise.

**A Major European Retailer**
A leading retailer wanted to start harnessing the myriad of cloud-based advantages over its on-prem environment. Snowflake provided an easy-to-run platform with no need for administrators to design costly partitioning, indexing, or table space implementations. Having the ability to easily shift the existing workload, without application or data model redesign, made this an easy decision. MicroStrategy projects now running with Snowflake Data are hosted in the Cloud next to Snowflake.